



The Year in Review: 2000's Roller Coaster Ride

Utah's tourism and travel industry experienced its ups and downs during 2000. While the preliminary estimates show a decline in the number of tourist arrivals to the state, the indicators for tourism related employment and spending remain positive, showing some growth in the industry. This performance reflects the health and resiliency of the travel and tourism industry. Despite significant external shocks, the tourism industry continued to generate increasing economic returns to the state. Consumer optimism and robust spending likely offset the negative effects of external shocks on the industry. Consider the following positive and negative growth factors:

Positive Growth Factors	Negative Growth Factors
<ul style="list-style-type: none"> Continued growth in the U.S. economy Real income gains Positive wage growth Strong consumer confidence Robust consumer spending Low unemployment Record-breaking number of travelers Continued infrastructure investment in highways, accommodations and resorts Excess supply creating value-added opportunities 	<ul style="list-style-type: none"> Lower than average snowfall Y2K concerns causing travelers to stay at home Rising energy prices A strong dollar Concerns over inflation Rising interest rates High summer temperatures and drought conditions in much of the state Fires in many western states Airline labor disputes Excess capacity of hotel rooms Uncertainty in the stock market

2000 Year-End Tourism Statistics

Category	2000	1999	% Change
Travelers to Utah	17.8 Million	18.2 Million	-2.2%
Number of U.S. Visits	17.1 Million	17.5 Million	-2.8%
Number of Int'l. Visits	750,000	700,000	0.7%
Traveler Spending in Utah	\$4.25 Billion	\$4.0 Billion	1.0%
Tax Revenues from Travelers	\$340 Million	\$336 Million	1.0%
Travel-Related Employment	121,500	119,500	1.7%
Direct Employment	68,000	67,000	1.5%
Indirect Employment	53,500	52,500	1.9%
Statewide Performance Numbers	2000	1999	% Change
Salt Lake Int'l. Airport Passengers	19.9 Million	19.9 Million	-0.2%
Traffic Count at Interstate Boarders	21.2 Million	20.7 Million	2.5%
National Park Recreation Visits	5.3 Million	5.5 Million	-3.5%
National Mon. & Rec. Area Visits	5.6 Million	6.4 Million	-12.0%
State Park Visits	6.6 Million	6.8 Million	-3.1%
Skier Days (1999/2000 Season)	3.0 Million	3.1 Million	-5.3%
Welcome Center Visits	732,000	733,000	-0.2%
Internet Visits to Utah.com	2.4 Million	2.0 Million	17.2%
Travel Guide Mail Fulfillment	62,100	61,500	1.0%
Hotel/Motel Occupancy Rate	60.9%	61.6%	-0.7%

SOURCE: Tourism statistics compiled by the Utah Travel Council with input from various reporting agencies.